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Vendor: Cisco

Exam Code: 810-401

Exam Name: Selling Business Outcomes

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QUESTION 1

Which four options are the top-level key areas of the business model canvas?

- A. products, services, solutions, outcomes
- B. infrastructure, offerings, customers, finances
- C. markets, channels, partners, customers
- D. resources, products, customers, markets

Answer: B

QUESTION 2

Which option has a major influence on how fast an enterprise can move toward a stronger use of digital business capability?

- A. skills to manage risks related to use of emerging technologies
- B. globalization of the sales force
- C. new product launches that require IT capacity
- D. competition in the industry due to end of regulations

Answer: A

QUESTION 3

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Answer: C

QUESTION 4

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to enhance the sales experience for an account manager
- B. to raise customer expectations possible outcomes from larger IT investments
- C. to help raise awareness of Cisco services relevancy, beyond break/fix support and/or deployment

projects

D. to provide a clear way to discuss services that all customers need

Answer: C

QUESTION 5

Drag and Drop Question

Drag and drop the components of a business case for change into the suggested order for presentation.	
business strategy	1
business value proposition	2
business change life cycle	3
KPI, CSF, metrics	4
technology solutions	5

Answer:

Drag and drop the components of a business case for change into the suggested order for presentation.	
	business value proposition
	business strategy
	business change life cycle
	technology solutions
	KPI, CSF, metrics

QUESTION 6

According to Cisco, what is the main benefit of the Internet of Everything?

- A. discrete focus on top industries health and finance
- B. compensates for errors in business process design
- C. brings improvements to businesses and people
- D. makes better use of legacy investments

Answer: C

QUESTION 7

Which option must you know when you plan to negotiate or reach agreement?

- A. underlying Interests of the stakeholders
- B. timing for decision on purchases
- C. the customer budget
- D. Cisco offerings

Answer: A

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